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NEW INCORPORATIONS INCREASE 7.1 PERCENT IN JANUARY

NEW YORK, Apr. 19--New business incorporations increased 7.1 percent to 62,040 in January 1990 from 57,903 a year ago, according to The Dun & Bradstreet Corporation.

During the first month of 1990, 26 states reported increases in new business incorporations, with eight states reporting increases greater than 15 percent. Florida reported the most significant gain, up 84.3 percent to 7,362 from 3,994; followed by South Carolina, up 63.2 percent to 687 from 421; and Idaho, up 43.5 percent to 274 from 191 a year ago.

Of the 23 states to report decreases, four were greater than 15 percent. Iowa reported the largest decrease, down 38.0 percent to 355 from 573; followed by Alaska, down 28.8

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percent to 109 from 153; and Colorado, down 19.4 percent to 1,105 from 1,371 a year earlier.

Six of the nation's nine U.S. Bureau of the Census regions reported increases in new business incorporations for January 1990. The South Atlantic states reported the greatest increase, up 29.9 percent to 17,253 from 13,280; followed by the New England states, up 6.8 percent to 3,380 from 3,166. Other regions to report increases were the East North Central states, up 5.4 percent to 8,384 from 7,956; the West South Central states, up 3.2 percent to 5,265 from 5,104; the East South Central states, up 2.0 percent to 2,413 from 2,365; and the Mountains states, up 0.9 percent to 4,258 in 1990 from 4,218 in 1989.

The Pacific states reported the most significant decrease, down 5.6 percent to 6,758 from 7,157. Other decreases were reported by the Middle Atlantic states, down 2.5 percent to 11,024 from 11,301; and the West North Central states, down 1.5 percent to 3,305 in January 1990 from 3,356 in January 1989.

The greatest number of new business incorporations in January 1990 was reported in Florida, with 7,362, followed by New York, with 6,426 and California, with 4,400.

The Dun & Bradstreet Corporation is the world's largest marketer of business information and related services, with worldwide revenue of $4.3 billion in 1989.

(See Attached Tabular Data)

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Jan 1990	Dec 1989	% Change Dec 1989 Jan 1990	Jan 1989	% Change Jan 1989 Jan 1990	Total One Month(s) 1990	1989	% Change 1 Month(s) 90-89
NEW ENGLAND	3,380	3,202	5.6	3,166 R	6.8	3,380	3,166	6.8
Maine	217	212	2.4	257 R	-15.6	217	257	-15.6
New Hampshire	237	239	-0.8	248	-4.4	237	248	-4.4
Vermont	168	158	6.3	181	-7.2	168	181	-7.2
Massachussetts	1,367	1,178	16.0	1,401	-2.4	1,367	1,401	-2.4
Connecticut	1,087	1,184	-8.2	788 R	37.9	1,087	788	37.9
Rhode Island	304	231	31.6	291	4.5	304	291	4.5
MIDDLE ATLANTIC	11,024	9,033	22.0	11,301	-2.5	11,024	11,301	-2.5
New York	6,426	5,108	25.8	6,546	-1.8	6,426	6,546	-1.8
New Jersey	2,426	2,426	0.0	2,669	-9.1	2,426	2,669	-9.1
Pennsylvania	2,172	1,499	44.9	2,086	4.1	2,172	2,086	4.1
EAST NORTH CENTRAL	8,384	7,677 R	9.2	7,956	5.4	8,384	7,956	5.4
Ohio	1,828	1,480	23.5	1,840	-0.7	1,828	1,840	-0.7
Indiana	1,346	1,218	10.5	1,042	29.2	1,346	1,042	29.2
Illinois	2,491	2,426	2.7	2,367	5.2	2,491	2,367	5.2
Michigan	2,003	1,876 R	6.8	2,023	-1.0	2,003	2,023	-1.0
Wisconsin	716	677	5.8	684	4.7	716	684	4.7
WEST NORTH CENTRAL	3,305	2,586	27.8	3,356 E	-1.5	3,305	3,356	-1.5
Minnesota	1,041	804	29.5	959	8.6	1,041	959	8.6
Iowa	355	229	55.0	573	-38.0	355	573	-38.0
Missouri	977	807	21.1	915	6.8	977	915	6.8
North Dakota	82	75	9.3	96 E	-14.6	82	96	-14.6
South Dakota	91	109	-16.5	89	2.2	91	89	2.2
Nebraska	289	238	21.4	289	0.0	289	289	0.0
Kansas	470	324	45.1	435 E	8.0	470	435	8.0
SOUTH ATLANTIC	17,253 E	15,345 E	12.4	13,280 E-R	29.9	17,253 E	13,280	29.9
Maryland	1,504	1,316	14.3	1,512	-0.5	1,504	1,512	-0.5
Delaware	2,715	2,538	7.0	2,579 R	5.3	2,715	2,579	5.3
Washington D.C.	188 E	188 E	0.0	188 E	0.0	188 E	188	0.0
Virginia	1,604	1,389	15.5	1,558	3.0	1,604	1,558	3.0
West Virginia	249	198	25.8	256 R	-2.7	249	256	-2.7
North Carolina	1,239	1,184	4.6	1,274	-2.7	1,239	1,274	-2.7
South Carolina	687	621	10.6	421	63.2	687	421	63.2
Georgia	1,705	1,513	12.7	1,498	13.8	1,705	1,498	13.8
Florida	7,362	6,398	15.1	3,994	84.3	7,362	3,994	84.3

NEW BUSINESS INCORPORATIONS BY STATES AND GEOGRAPHIC REGIONS
(Not Seasonally Adjusted)

	Jan 1990	Dec 1989	% Change Dec 1989 Jan 1990	Jan 1989	% Change Jan 1989 Jan 1990	Total One Month(s) 1990	1989	% Change 1 Month(s) 90-89
EAST SOUTH CENTRAL	2,413	1,689	42.9	2,365	2.0	2,413	2,365	2.0
Kentucky	642	523	22.8	649	-1.1	642	649	-1.1
Tennessee	858	585	46.7	805	6.6	858	805	6.6
Alabama	588	335	75.5	534	10.1	588	534	10.1
Mississippi	325	246	32.1	377	-13.8	325	377	-13.8
WEST SOUTH CENTRAL	5,265 E	4,756	10.7	5,104	3.2	5,265 E	5,104	3.2
Arkansas	539 E	497	8.5	560	-3.8	539 E	560	-3.8
Louisiana	752 E	678	10.9	852	-11.7	752 E	852	-11.7
Oklahoma	769	550	39.8	668	15.1	769	668	15.1
Texas	3,205	3,031	5.7	3,024	6.0	3,205	3,024	6.0
MOUNTAIN	4,258	4,204	1.3	4,218 E	0.9	4,258	4,218	0.9
Montana	163	124	31.5	129	26.4	163	129	26.4
Idaho	274	264	3.8	191	43.5	274	191	43.5
Wyoming	82	96	-14.6	79	3.8	82	79	3.8
Colorado	1,105	976	13.2	1,371	-19.4	1,105	1,371	-19.4
New Mexico	250	245	2.0	207	20.8	250	207	20.8
Arizona	1,161	915	26.9	1,011 E	14.8	1,161	1,011	14.8
Nevada	788	1,178	-33.1	792	-0.5	788	792	-0.5
Utah	435	406	7.1	438	-0.7	435	438	-0.7
PACIFIC	6,758 E	5,525 E	22.3	7,157 R	-5.6	6,758 E	7,157	-5.6
Alaska	109	102	6.9	153	-28.8	109	153	-28.8
Washington	1,129	1,014	11.3	1,038	8.8	1,129	1,038	8.8
Oregon	805	705	14.2	733	9.8	805	733	9.8
California	4,400	3,390	29.8	4,916	-10.5	4,400	4,916	-10.5
Hawaii	315 E	314 E	0.3	317 R	-0.6	315 E	317	-0.6
TOTAL U.S. (unadjusted)	62,040 E	54,017 E-R	14.9	57,903 E-R	7.1	62,040 E	57,903	7.1
TOTAL U.S. (seasonally adjusted)	59,255 E	57,040 E-R	3.9	58,253 E-R	1.7			

(E) - Estimated
(R) - Revised
Source: Economic Analysis Department, The Dun & Bradstreet Corporation.
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